

Abstract

The main aim of my diploma paper is elaboration of strategic concept for needs of the new rising mother´s center.

The mother´s center Chomutov start up in March 2006 as a non profit organization.

In first part of my diploma paper I target the family and its function in community. Most of my attention belongs to children. In next part of my DP I describe development of non profit sector in the Czech Republic and its actual problems and needs. Next part of my DP is the chapter about strategic planning in non profit sector.

The fundamental part of my DP creates the strategic analysis of the mother´s center Chomutov, which I classify into the analysis of the surroundings, the analysis of the competition and the analysis of the inward sources of the organization.

The practical part of my DP creates business plan of the mother´s center Chomutov, which consists of these parts: purpose and description of the organization, marketing plan, management plan, operating plan, financial plan and legal plan.

Key words: mother´s center, family, non profit sector, strategic management, strategic analysis, SWOT analysis, business plan.